

## CLAIMS

1. A mobile communication device for communication in a network, the device comprising:

5 memory for storing a set of tags and for each tag an associated network address;

a user interface, whereby a user can select one of the tags and thereby cause the mobile communication device to initiate a connection to the network address associated with the tag; and

10 a configuration means arranged to automatically alter the network address associated with a tag in response to a communication received from the network.

2. A mobile communication device as claimed in claim 1, the device further comprising a location estimator for estimating the location of the mobile communication device,

15 wherein said device is capable of communicating with the network to request said network to transmit a communication automatically altering the network address associated with a tag in dependence on the location estimated by the location estimator.

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3. A mobile communication device as claimed in claims 1 or 2, the user interface having a mode whereby a user can cause the mobile communication device to transmit the said communication.

25 4. A mobile communication device as claimed in claim 3, wherein the device is arranged to transmit the said communication automatically.

5. A mobile communication device as claimed in claim 4, the device being arranged to detect a service provider of the network to which it is connecting, and  
30 to transmit said communication in response to a change in the service provider.

6. A mobile communication device as claimed in any previous claim, the tag and its associated network address being stored in the memory as a dynamic service card.

5 7. A mobile communication device as claimed in any previous claim, the network address associated with the tag comprising at least one of:

- a telephone number;
- an email address;
- an uniform resource locator.

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8. A communication network means arranged to communicate with at least one mobile communication device, said network means comprising:

a memory for storing a set of tags and for each tag an associated network address;

15 a communications means arranged to communicate with the at least one mobile communication device at least one instruction containing a tag and an associated network address.

20 9. A communication network means as claimed in claim 8, wherein the at least one instruction instructs the mobile communication device to automatically alter the network address associated with a tag stored in the mobile communication device to the network address associated with a tag stored in the network means.

25 10. A network means as claimed in claim 8, the network means further comprising an additional memory, the additional memory for storing for at least some of the mobile communication devices a list of tags associated to that device and, wherein the communication means are arranged to instruct that device only to alter the network addresses associated with the tags associated with the  
30 mobile communication device identified in the list.

11. A network means as claimed in claims 8, the network means further comprising a mobile communication device location estimator for estimating the location of the mobile communication device, wherein the communications means are arranged to instruct the mobile communication device to automatically  
5 alter the network address associated with a tag stored in the mobile communications device dependent on the location estimated by the location estimator.

12. A communications system comprising, a mobile communications device  
10 as claimed in claims 1 to 7, and a network means as claimed in claims 8 to 11.

13. A communication system, comprising; mobile communications devices, and a network, and in which network addresses stored in association with user selectable tags are automatically updated by one of the devices based on the  
15 devices context.

14. A mobile electronic device comprising:  
a memory for associating a first location with a first plurality of operating characteristics;  
20 detection means for automatically detecting when the mobile device is at the first location;  
adoption means for adopting the first plurality of operating characteristics when the mobile device is at the first location; and  
a controller, for controlling the operation of the electronic device at least  
25 partially in accordance with the adopted operating characteristics.

15. A mobile electronic device as claimed in claim 14, wherein the controller is arranged to automatically adopt the first plurality of operating characteristics when the mobile device is at the first location.

16. A mobile electronic device as claimed in claim 14 or 15, further comprising means for un-adopting the first plurality of operating characteristics when the mobile device is no longer at the first location.

5 17. A mobile electronic device as claimed in claims 14 to 16, wherein the operating characteristics determine at least partially the form of output presentable by the electronic device.

10 18. A mobile electronic device as claimed in claim 17, wherein the operating characteristics define at least one of the colours, wall paper, background, or screen saver used.

15 19. A mobile electronic device as claimed in claim 17 or 18, further comprising an alert device, wherein the operating characteristics define at least one operating characteristic of the alert device.

20 20. A mobile electronic device as claimed in any one of claims 17, 18 or 19, wherein the operating characteristics adapts the application data available for use by the mobile electronic device.

21. A mobile electronic device as claimed in claim 20, wherein the operating characteristics include a software application.

25 22. A mobile electronic device as claimed in claim 20 or 21, wherein the operating characteristics include additional data for a software application.

30 23. A mobile electronic device as claimed in claims 14 to 22, wherein the memory is additionally arranged for associating a second location, exclusive of the first location, to a second plurality of operating characteristics, different from the first plurality of operating characteristics, and the adoption means is

additionally arranged for adopting the second plurality of operating characteristics when the mobile device is at the second location.

24. A mobile electronics device as claimed in claims 14 to 23, further  
5 comprising a user interface having a display and a user input device, wherein the first plurality of operating characteristics, are themed, and define how an electronic device responds to user input.

25. A mobile electronic device as claimed in claim 24, wherein the display is  
10 for displaying a menu including a plurality of user selectable options and the user input device is for navigating the displayed menu to select an option and wherein the first plurality of operating characteristics defines a first menu, such that when a first theme is adopted, the first menu is displayable.

15 26. A mobile electronic device as claimed in claims 14 to 25, the operating characteristics define network addresses associated with tags identifying the network addresses.

27. A mobile electronic device as claimed in claims 26, the network address  
20 being one of:  
a telephone number,  
an email address;  
an uniform resource location.

25 28. A mobile electronic device as claimed in claims 26 or 27, the tags identifying a service, wherein the mobile electronic device is arranged to contact the service using the network address associated with the tag.

29. A method of customising a mobile electronic device, comprising the steps  
30 of:

associating a first plurality of operating characteristics for the mobile device with a first location;

detecting the location of the mobile electronic device;

adopting the first operating characteristics in the mobile electronic device

5 when it is located at the first location; and

controlling the operation of the mobile electronic device at least partially in accordance with the adopted operating characteristics.

30. A data structure comprising a first plurality of operating characteristics for  
10 controlling the operation of a mobile electronic device as claimed in any one of claims 14 to 25.

31. A computer program product comprising programming instructions for  
performing the method as claimed in claim 29.

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32. A computer program as claimed in claim 31, embodied on a record medium.

33. An electronic device, having a plurality of user selectable options,  
20 comprising:

a user interface having a display and a user input device;

a memory for defining a first theme and a second theme, wherein the first theme defines how an electronic device is controlled by the user input to select an option when the first theme is adopted by the electronic device and the  
25 second theme defines how an electronic device is controlled by the user input to select an option when the second theme is adopted by the electronic device;

selection means for selecting said first theme or said second theme for adoption by the electronic device; and

a controller, for controlling the operation of the electronic device at least  
30 partially in accordance with the adopted one of the themes.

34. An electronic device as claimed in claim 33, wherein the display is for displaying a menu including a plurality of user selectable options and an user input device is for navigating the displayed menu to select an option and wherein the first theme defines a first user selectable menu and the second theme defines a second, different, user selectable menu such that when the first theme is adopted, the first menu is displayable and when the second theme is adopted, the second menu is displayable.

35. An electronic device as claimed in claim 33 or 34, wherein the first theme defines a first plurality of operating characteristics including a first user selectable menu structure and the second theme defines a second plurality of operating characteristics including a second, different, user selectable menu structure.

36. An electronic device as claimed in claim 35, wherein the operating characteristics determine at least partially the form of output presentable by the electronic device.

37. An electronic device as claimed in claim 36, further comprising an alert device, wherein the operating characteristics define at least one operating characteristic of the alert device.

38. An electronic device as claimed in any one of claims 34 to 37, wherein the operating characteristics controls at least partially the applications provided by the device.

39. An electronic device as claimed in claim 38, wherein the operating characteristics include a software application.

40. An electronic device as claimed in claim 38 or 39, wherein the operating characteristics include additional data for a software application.

41. An electronic device as claimed in claims 14 to 40 wherein the selection means for selecting said first theme or said second theme for adoption by the electronic device comprises:

means for associating the first theme with a first location;

5 means for determining the location of the electronic device; and

means for adopting the first theme when the electronic device is located at the first location.

42. An electronic device as claimed in claim 41, further comprising:

10 means for associating the second theme with a first location; and

means for adopting the second theme when the electronic device is located at the second location.

43. An electronic device as claimed in claims 14 to 42 wherein the selection

15 means for selecting said first theme or said second theme for adoption by the electronic device is responsive to the user input device.

44. A method of customising the manner in which an electronic device, having a plurality of user selectable options, is controlled by a user to select an option,

20 comprising the steps of:

providing a first theme defining how an electronic device is controlled by a user to select an option when the first theme is adopted by the electronic device;

providing a second theme that defines how an electronic device is controlled by the user to select an option when the second theme is adopted by

25 the electronic device; and

selecting the first theme or the second theme for adoption by the electronic device.

45. A data structure comprising a first theme for controlling the operation of an  
30 electronic device as claimed in any one of claims 33 to 43.



46. A computer program comprising programming instructions, for performing the method as claimed in claim 44.

47. A computer program product as claimed in claim 46, embodied on a  
5 record medium.

48. A mobile electronic device, having a plurality of user selectable options, comprising:

a user interface having a display and a user input device;

10 a memory for associating a first theme with a first location, wherein the first theme defines how an electronic device is controlled by the user input to select an option when the first theme is adopted by the electronic device;

detection means for automatically detecting when the mobile device is at the first location;

15 selection means for selecting said first theme for adoption by the electronic device when the mobile device is at the first location; and

a controller, for controlling the operation of the electronic device at least partially in accordance with an adopted theme.

20 49. A method of customising the manner in which an electronic device, having a plurality of user selectable options, is controlled by a user to select an option, comprising the steps of:

providing a first theme defining how an electronic device is controlled by a user to select an option when the first theme is adopted by the electronic device;

25 detecting when the mobile electronic device is at a first location; and adopting the first theme when the mobile electronic device is located at the first location.